

DIGITAL TUESDAY

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DIGITAL MEDIA SERVICES
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MEET THE DIGITAL PLAYERS

DIGITAL TUESDAY PROGRAMME

Performability: What will the next generation of performance advertising look like?

6th session: November 24th, 2015 – 9.30 am / 11 am – Sofitel Jumeirah Beach// Welcome words:

Christian Cappe, CEO – Cristal Events

// Speakers :

- **FADI KHATER**, Founder & Managing Partner – **Netizency**
Virgin Mobile: A case study in Next Generation Performance Marketing
- **NEWAZ ISLAM**, Regional Director – **Light Reaction**
Driving transactions with mobile app and cross screen reengagement
- **JAMIE ATHERTON**, Managing Director – **Adzouk**
Programmatic through mobile
- **AYMERIC DE GUERRE**, General Manager - **Daxium Middle East**
Collect in-store customer data and build loyalty
- **WENDY WECKSTROM**, Managing Director - **Vicinity Media Middle East**
Improving performance through relevancy, engagement and reporting
- **RAMI SAAD**, Deputy Chief Operating Officer – **DMS Choueiri Group**
The Future of Mobile
- **TIMOTHÉE DÉSORMEAUX**, Associate Director Middle East & Africa – **Effilab**
Phones are the front door of your brick-and mortar store
- **MOHAMAD ITANI**, General Manager - **Platform 5**
Programmatic

// 11.00 am: Networking

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